

## ORDER



**Orders**  
**Order / Rev:** 68631  
**Alt Order #:** 9852709 /Brad  
**Product Desc:** DAVID FREED FOR AG  
**Estimate:** 484  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** GENERAL

## WLYH CW15

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Brabender Cox Mihalke  
**Buying Contact:**  
**Billing Contact:**  
 1218 Grandview Avenue  
 Pittsburgh, PA 15211

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Freed/R/Attorney General  
**Demographic:** A35+  
**Product Codes:** State Attorney General  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/29/12   | 11/05/12 | 14      | \$2,845.00   | \$2,418.25 |

## Totals

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| November 2012 | 14        | \$2,845.00        | \$2,418.25        | 0.00        |
| <b>Totals</b> | <b>14</b> | <b>\$2,845.00</b> | <b>\$2,418.25</b> | <b>0.00</b> |

## Account Executives

| Account Executive        | Sales Office | Sales Region | Start Date / End Date         | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC |              |              | Start Of Order - End Of Order | 100%    |

## Order Share

|           | Share | Total        |
|-----------|-------|--------------|
| WLYH CW15 | 1%    | \$2,845.00   |
| Market    | 100%  | \$284,500.00 |

## Competitive Share

|       | Share | Total        |
|-------|-------|--------------|
| EHP   | 0%    | \$0.00       |
| UNKWN | 2%    | \$5,690.00   |
| WGAL  | 37%   | \$105,265.00 |
| WHP   | 21%   | \$59,745.00  |
| WHTM  | 28%   | \$79,660.00  |
| WPMT  | 11%   | \$31,295.00  |

| Ln    | Ch   | Start             | End             | Inventory Code                             | Break | Start/End Time | Days              | Len | Spots       | Rate     | Pri           | Rtg  | Type          | Spots     | Amount            |
|-------|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------------|----------|---------------|------|---------------|-----------|-------------------|
| N 1   | WLYH | 10/30/12          | 11/05/12        | M-F 7-730p<br>M-F 7p-730p                  | CM    | 7p-730p        | MTWTF--           | :30 | 6           | \$275.00 | P-2           | 0.00 | NM            | 6         | \$1,650.00        |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |          | <u>Rating</u> |      |               |           |                   |
| Week: |      | 10/30/12          | 11/05/12        | MTWTF--                                    |       |                | 6                 |     | \$275.00    |          | 0.00          |      |               |           |                   |
| N 2   | WLYH | 10/30/12          | 11/05/12        | M-F 10p-1030p News<br>CBS 21 News on CW 15 | CM    | 10p-1030p      | MTWTF--           | :30 | 5           | \$125.00 | P-2           | 0.00 | NM            | 5         | \$625.00          |
| N 3   | WLYH | 10/30/12          | 11/05/12        | Sun Reg 1<br>Sun 7p-8p                     | CM    | 7p-8p          | -----S            | :30 | 2           | \$225.00 | P-2           | 0.00 | NM            | 2         | \$450.00          |
| N 4   | WLYH | 10/30/12          | 11/05/12        | Sa-Su LF<br>Sa-Su LF                       | CM    | 1030p-130a     | -----SS           | :30 | 1           | \$120.00 | P-2           | 0.00 | NM            | 1         | \$120.00          |
|       |      |                   |                 |  |       |                |                   |     |             |          |               |      | <b>Totals</b> | <b>14</b> | <b>\$2,845.00</b> |